Student LB

Cultural imperialism is the idea that one culture can either influence or dominate another. Disney own TV and radio networks, cable systems, internet sites, music studios, media production companies, magazines, sport teams, theaters and theme parks. As a results Disney has a tremendous influence, nationally and internationally in pop culture. They especially have the power to shape children's imagination. Through it movies it teaches images and messages to kids all over the world! And those are limited world view, skewed and dominated by corporate interest. And the problem is that more than having a monopole, Disney leaders don't care about what messages they send. They care about money. And that is why the image of female has barely changed a little over the years. They still have the same, highly sexualized female body with the big breast, the tiny waist, the fluttering eyelashes and the seductress body language. If we try to analyze the messages of those movies, they tell little girls to overlook the abuse, overlook the violence because there is a tender prince lurking within and it is your job to kiss that prince and bring him out. That’s a dangerous message. And there are many more dangerous messages.

Student LT

The Walt Disney Company owns a lot more companies than just Disney itself. Disney owns other media companies like ESPN and ABC and many more big companies. This makes Disney a superpower in the media industry and defeats any of the competitions that tries to compete. Cultural imperialism means that there is an unequal relationship between companies and civilization. The more Disney makes, the more powerful they become and the more unequal society gets by making the rich richer and increasing the wealth gap. The way that cultural imperialism works is that the more successful a company is, the more power they have and the more favored by society they are. These big companies can easily influence society and culture and convince them to think a certain way. The Walt Disney Company is a good example of cultural imperialism because it buys out any competition it has, making it a more powerful company.